

## franchising



# Exceptional value

WITH OVENU, THE HARDER YOU WORK THE MORE YOU EARN

**A**fter many years' experience in franchising, the Ovenu franchise has evolved successfully into a mature business model, which means its franchisees require support with different aspects of their business, compared to when they first started.

New franchisees can also expect to benefit even more because of the high levels of brand awareness generated by the franchisor. Ovenu remains not only the leader in its market place, but also one of the best value franchise opportunities in the UK.

#### MATURE

From time to time and for a variety of reasons, existing franchisees will want to sell their franchise area – quite a normal and healthy development for a mature network such as Ovenu.

The Ovenu business model is based around the franchisee being in control of their work schedule

and day-to-day operations. Franchisees make appointments and manage their own work diary, and they determine the price the customer pays. So the level of activity they have generated in their territory will affect the goodwill value they create.

Ovenu has been carefully developed by Rik Hellewell, the company's owner and managing director, to provide good value to both franchisees and their customers. Ovenu's start-up costs represent probably the best value in the sector, and together with the ongoing fees franchisees pay, offers exceptional value to franchisees.

The returns that a franchisee can expect are equally good because the harder they work the more they earn. Some franchisees are able to command an average order value of £75-£80 because of the standard of service they offer. Others will clean 70 to 80 ovens a month, while a small number of franchisees operate more than one vehicle.

Whichever of those business development options suit you, remember as a franchisee you always have the help and support of your franchisor to guide you. **MM**

To find out more about the **Ovenu** opportunity call Ken Rostron on **01325 251455**.

FREE INFO NO: 4062

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# Simple concept

CARDGROUP IS A GROUND-FLOOR OPPORTUNITY TO GET INVOLVED WITH A GROWING MULTINATIONAL COMPANY

**A** simple business format is the key to any successful enterprise. Having been in franchising since 1976, Peter Hallstrom recognised this fact when he first became aware of the greeting franchise concept on a visit to London in 1994.

He enquired about taking the idea back to his native Sweden as a master franchisee. Peter did not

follow this up at the time as he was still running a profitable direct marketing publishing company.

#### SMALL BEGINNINGS

However, four years later, having sold out to the biggest company in this field in Sweden, he decided to start publishing cards and formed his own greeting card franchise group. From small

beginnings, he quickly established a network of franchisees across his native Scandinavia. After success in his home markets, he began to look outwards towards the rest of Europe. Cardgroup now operates in 29 countries.

In a market well established over many years, greeting card franchisees can expect to achieve income levels of up to £60,000-plus per year in a clean, pleasant, easy-to-operate business. Franchisees can quickly grow to a point where they can employ merchandisers to restock shops for them on a monthly rotation.

Less than £20,000 invested over a progressive income building period of about a year will give franchisees an exclusive network of about 240 shops in their area. Average card sales throughout Cardgroup's European network are 60 cards per month. This is excluding gift products like bags, wrapping paper and mini-packs.

In England and Wales, Cardgroup and Paul Thomas, founder of a multi-million pound card competitor, which he sold out of in 1997, have joined forces to make Cardgroup a major force in the UK card industry. Coincidentally, it was Paul that Peter visited to enquire about a master franchise in Sweden in 1994.

Together again and with 18 years' experience in the greeting card franchise industry behind them, they believe that people have a ground-floor opportunity to get involved with a growing multinational company on the brink of further growth throughout the UK and the world. **MM**

For more information call **020 8326 5610**.

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